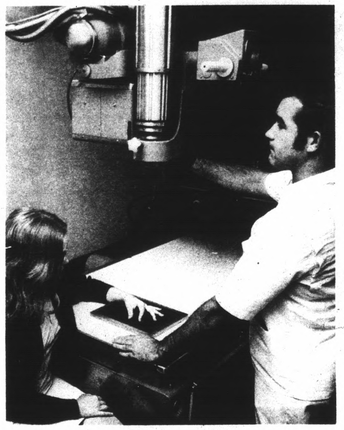
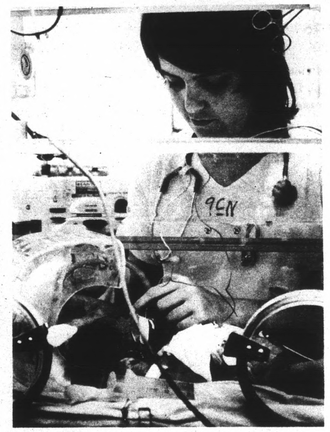




A New Day—*con't from page 3*

the critical shortage of primary physicians in the area, more than 22,000 out-patients received treatment at Southside in 1975, an increase of some 15,000 over 1965. Demands for these services are certain to increase.

To meet current and anticipated needs, a large portion of the existing hospital will be renovated for this purpose, which will effect an economy of operation that will reduce relative costs to the patient, with care available in family practice, pediatrics, and referred specialty areas.

Through use of a portion of the new building and the adaptation of space which will become available in the current hospital, provision will be made for the relocation of the Southside School of Practical Nursing within the hospital. The School continues to play an integral part in meeting the health care needs of the Hospital and the region, with over 80% of current graduates remaining in the area. Relocation of the facility in the Hospital will substantially enhance the student's clinical opportunities, thereby creating an environment appropriate to sound learning and training.

More and more, the Hospital finds that it must do more than meet just the physical needs of its patients. It must also address the spiritual needs of those entrusted to its care. In keeping with this desire, provision has been made in the new wing for adequate facilities to enhance the highly successful chaplaincy program formally inaugurated two years ago.

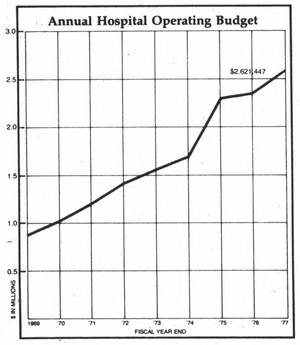
These future capabilities are, of course, well known needs of today, particularly by the medical and nursing staffs. Additionally, many of them can be documented by area citizens who utilized the Hospital's facilities in 1975 — more than 25,000 of them! And today's needs, as great as they are, will be compounded considerably ten or twenty years from now. By 1980, for example, it is estimated that the seven-county population will increase to 86,775, almost 10,000 more than in 1970.

To meet present and future medical needs of the area, Southside Hospital is a medical facility for a citizenry that would otherwise have to look to the large, urban medical centers, where per patient day costs are almost double. Primary health care needs of the area must be met effectively and economically. A well-staffed and equipped Southside Hospital can best meet that challenge!

Upon completion of the new wing and renovations in 1978, another very positive gain will accrue to the larger area the Hospital serves, its ability to attract — rather than turn away — medical practitioners.

For the past quarter-century, medical school graduates simply have not been interested in locating in rural areas devoid of modern hospital facilities and equipment and the medical capabilities they provide. All too often, good has been equated with big, with the result that young practitioners have been drawn to urban areas which can offer them the medical facilities they demand. The future Southside Hospital, it is envisioned, will speak dramatically to this problem.

When all aspects of the needs of Southside are brought down to the least common denominator, the question is not "Do we proceed now?" but, rather, "Dare we wait?" Only one answer is appropriate. The result will be a modern, comprehensive medical center that will continue to provide the finest of patient care at the least possible cost, in keeping with a sterling tradition of almost five decades.



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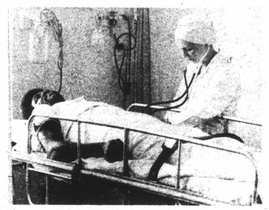

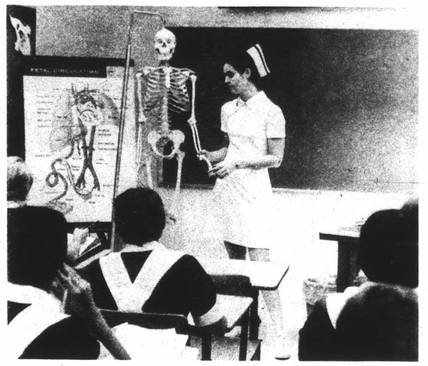

The Unmet Challenge

The merger of countless bricks, thousands of feet of lumber, and tons of concrete can bring to fruition a physical facility that will provide medical service for Southside's service area second to none on a comparative population basis. After years of operation under the philosophy of "make do," the restructuring of the hospital complex is an answer not to desires but, rather, to absolute necessity.

The reality of the matter is, however, that funds are not now available to complete the entire project, when construction costs and interest rates are more favorable than they are likely to be later. Nor does the Hospital's leadership wish to accrue more construction debt, which would have to be shouldered by the patient in the future.

The entire cost of all planned construction will be $6,378,192, and the Hospital is fortunate to have been awarded a long-term, low-interest loan amounting to $5,587,500 by the Farmers Home Administration, an amount equal to 88% of the capital outlay required. Debt service on this loan, when applied to future hospital census projections, is estimated at less than $10.00 per patient day. This will be a small increase when compared to the increased quality of care available, and will still allow Southside to maintain its charges at levels substantially below those at the average hospital in Richmond, Lynchburg, and Charlottesville.

To assure completion of the entire project and, at the same time, keep future costs well within reach of those served, Southside must turn to other sources of revenue. Only through the contributed resources of individuals, businesses, corporations, and charitable foundations, the majority from within its service area, can these goals be accomplished.

The total amount of capital needed to complete all construction is $790,692, by far a smaller percentage of charitable support in relation to total need than the Hospital has ever asked before.

The Board of Managers is now at the point that it must tell the contractors whether to proceed with the entire project or to excise some high priority areas from the construction schedule for lack of funds. To wait and complete such construction later will substantially increase the amount of money required, and will defer for some time the following:

- ***renovation and conversion of 20 current primary care beds to long-term care facilities.***
- ***expansion and re-equipping of emergency room facilities, one of the fastest growing needs in the Hospital.***
- ***inauguration of a formalized, comprehensive facility for out-patient care, demands for such services having increased by 207% since 1965.***

Through completion of the physical needs of Southside Hospital now, the people of its service area can again share in the provision of better medical care availability for the region. Not only are the needs known, but their fulfillment within grasp. The financial commitment of each concerned and responsible citizen, after considering all needs of the Hospital and to the full extent individual circumstances will allow, will assure bringing the entire project to a successful conclusion.

The task of securing the additional funds required is already off to an excellent beginning. Some $200,000, or 25%, of the amount to be raised has already been pledged by members of the Board of Managers and the Medical Staff. Success now depends upon those who are dedicated to the achievement of a medical center in which all can take pride, the benefits of which will be the legacy of those yet unborn.

Meeting the Challenge!

Total Project Cost	$6,378,192
Farmers Home Administration Loan	5,587,500
Balance Required to Complete Total Project	790,692
Advance Pledges from Board Members and Medical Staff	200,000
Additional Contributed Resources Required	$590,692

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